

# How to Know If Your Website Is Built to Win Trust and Get Consults

*(Use this checklist on your homepage or landing page. Take 10 minutes. Spot the leaks. Fix them fast.)*

NO	CHECKLIST	<input checked="" type="checkbox"/>
1	Does your headline say what you do <i>and</i> who it's for? → Example: <i>"Injured in a Lyft or Uber crash? We help victims recover fast."</i>	<input type="checkbox"/>
2	Do you include a promise, guarantee, or outcome? → Example: <i>"Zero upfront fees. You pay only if we win."</i>	<input type="checkbox"/>
3	Is there a big, obvious button that says what happens next? → <i>"Book Free Consultation"</i> — not <i>"Submit"</i>	<input type="checkbox"/>
4	Do you show Google/Justia/Avvo reviews, badges, or press features? → <i>Stars + logos = instant credibility</i>	<input type="checkbox"/>
5	Do they see <i>you</i> ? People hire humans, not logos.	<input type="checkbox"/>
6	Are you writing the way you'd <i>speak</i> to a client, not a judge? → Avoid <i>"Our firm specializes in..."</i> → Use <i>"We help people who..."</i>	<input type="checkbox"/>
7	Can users skim and <i>instantly</i> know what you do? → Use bullet points, bold key benefits	<input type="checkbox"/>
8	Is your process simple and listed clearly? → Example: <i>1. Free Call → 2. Case Review → 3. You Get Answers</i>	<input type="checkbox"/>
9	Do you clearly say things like <i>"No win, no fee"</i> ? → Removes fear of being scammed or charged	<input type="checkbox"/>
10	Can someone glance and tell what kind of law you practice?	<input type="checkbox"/>
11	Is there an easy tap-to-call button on mobile? → 60–70% of legal traffic is mobile	<input type="checkbox"/>
12	Does your site load quickly—even on 4G? → Slow = lost trust & bounces	<input type="checkbox"/>
13	Do you offer both phone + form? → Bonus: live chat or text if possible	<input type="checkbox"/>
14	Are you showing where you serve? Google loves local info → e.g., <i>"Serving San Diego, Orange County &amp; L.A."</i>	<input type="checkbox"/>
15	Somewhere in your page, do you say something that <i>feels human</i> ? → <i>"We know this is scary. That's why we call back the same day."</i> → Or: A short personal story, a client's quote, or a loss they overcame	<input type="checkbox"/>

## **Bonus Red Flags (Fix These ASAP)**

- ✗ Headline is vague or says “Welcome to our firm”
- ✗ No photo of attorney or team anywhere
- ✗ Only contact form = no click-to-call or phone #
- ✗ Testimonials buried on a separate page
- ✗ No visible CTA in first 5 seconds
- ✗ You mention practice areas but not problems solved

## **Quick Wins You Can Implement This Week**

- ✓ Add one real review with a photo above the fold
- ✓ Replace “Submit” with “Book Free Consult” on buttons
- ✓ Shoot a 30-sec iPhone intro video and embed it up top
- ✓ Rewrite your headline to include *who you help* and *what they get*
- ✓ Add a 3-step “What happens next” section to reduce fear

## **Designed For:**

- ✓ Solo Attorneys
- ✓ Small Law Firms
- ✓ Websites from 2010 or 2025
- ✓ Anyone with less than 15 seconds to impress